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INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

August 21, 1943

No. 20

FOOD FIGHTS FOR FREEDOM CAMPAIGN FACTS

COMMUNITY MOBILIZATION PLANS--have been approved by WFA and OPA. The pattern is thus:

Community mobilization will take the form of citizens' committees representing all groups, such as press, radio, civic, religious, school, professional, business, labor, farm, women, youth, fraternal, veterans, government. The goal is an active committee in each community. To present the plans in detail a COMMUNITY MOBILIZATION HANDBOOK is being prepared.

The Nutrition Committee chairmen and the community service members of the War Price and Rationing Boards are being asked to take the initiative in setting up citizen committees in towns and cities. If a committee of the kind indicated exists, they should ask this group to undertake the community food mobilization task. If the existing committee does not represent all groups, they should assist in enlarging it in order that it may be completely representative. If no suitable committee exists, one should be formed. This procedure is outlined in the Food Information Series Memo accompanying the FOOD FIGHTS FOR FREEDOM handbook just off the press and now on its way to the field.

MEDIA MOBILIZATION MEETINGS

Four regional meetings are scheduled by the Office of War Information in collaboration with WFA and OPA.

Purpose: to discuss the program with national advertisers, ad agencies, and food trade representatives -- asking for their cooperation in the campaign to be built around Food Fights for Freedom month in November. Also invited will be time and space buyers and other media people. The meetings are not designed for participation by government agencies although in some of the large cities where FDA and OPA regional offices are located, Regional Representatives are invited.

Present Schedule:

August 24--Blackstone Hotel, Chicago. Speakers: Palmer Hoyt of OWI, Chester Bowles of OPA, Marvin Jones of WFA and V. D. Beatty, Director of Advertising for WFA, formerly Advertising Manager for Swift and Company.

August 26--Waldorf Astoria, New York City. Same speakers as the Chicago meeting.

August 30--St. Francis Hotel, San Francisco. Speakers: Paul Porter, representing WFA, Palmer Hoyt of OWI, Morse Salisbury and V. D. Beatty of WFA.

August 31--Biltmore, Los Angeles. Speakers: Morse Salisbury and V. D. Beatty of WFA. (Separate meeting for Movie Industry same afternoon).

Media Mobilization Meetings--Cont'd. from page 1.

In addition, 23 Advertising Club meetings have been scheduled:

Boston, noon, September 13 and Providence, evening, September 13. Speakers: V. D. Beatty and Extension Director M. L. Wilson.

Pittsburgh, September 28; Cincinnati, September 29 and Baltimore, October 6. Speaker: Gene Flack of Loose-Wiles Biscuit Company, New York.

Louisville, September 3; Binghamton, September 9 and Detroit, September 10. Speaker: Ben Wood of TEA Bureau

Johnstown, Pa., September 1; Philadelphia, September 2; Jamestown, September 8; Rochester, September 9. Speaker: Russell Varney of Standard Brands, New York.

Davenport, Iowa, September 1; Birmingham, September 3; Peoria, September 27. Speaker: Bill Kinnaird, American Meat Institute, Chicago.

Kansas City, Mo., August 30; Wichita, August 31; St. Louis, September 14. Speaker: Andy Duncan of the Cereal Institute, Chicago.

Oklahoma City, August 30; Dallas, August 31; Fort Worth, September 1; Houston, September 3; San Antonio, September 7. Speaker: Jim Weber of Armour and Company, Chicago.

EGG PURCHASE PROGRAM EXTENDED FDA will continue into 1944 the 2-year-old Southern Egg Marketing Program, extending it through the fall and winter months and adding Texas and Oklahoma to the 12 other southern states in the program. Price support to encourage production is the big idea, plus easier Gov't. procurement and better marketing. See Ag. press release 374-44, August 19.

Q & A's on Slaughtering Permits Questions and answers are being prepared on the new overall slaughter permit system, the quotas and set-aside percentages, (FDQ 75, 75.1 & 75.2). Also a pamphlet, "Why of the New Slaughtering Permit System". Both will get general USDA and meat committee distribution.

CASTOR OIL ON YOUR WALLS Food Info Series #52 of August 14 - "Background Statement on Castor Beans" - makes amazing reading for those of us who associated castor oil only with green apples. Seems that castor oil is our white hope for a quick drying paint oil, since Chinese tung oil has been cut off and the Brazilian oiticica crop has failed. Used in marine engines, dynamos and many other places, too - mostly where complete resistance to moisture is needed

GETTING THOSE HOGS IN A sheet of visual suggestions for picking up on stencils or turning into posters on MARKET HOGS EARLY has been shot out to most everybody by FDA. It's Food Info Series #56, August 19.

PLENTY PEANUTS

Peanut producers have pitched in and are holding their end of the food front in fine fashion. They are harvesting 390,000 more tons of nuts than in 1942, which means that about 750 million pounds of peanut butter will be spread around among our civilians. The facts and figures will be found in Food Information Series #56-A, coming shortly.

STATE SESSIONS TO SET GOALS

Present plans call for state meetings to set the goals for each state. Highlights of the plans are:

Washington teams of four to six men will attend the state meetings. Each team will be comprised of administrative, technical and information personnel. The teams will be assigned as many states in the region as they can reach within a two-week period.

It is proposed that the meetings will last three days. The first two days will be given over to setting goals and discussing price supports and conservation measures for immediate production increases. On the last day the promotion drive in the food production goals campaign will be formulated. These are to be strictly work sessions--No speeches!

The meetings called by the War Boards will be attended by:

State War Board members.

Extension specialists from the colleges, specialists from experiment stations within the state and Extension Service district supervisors.

State Triple-A Committeemen, state AAA fieldmen and county committeemen where desirable.

State representatives of FSA, SCS, Forest Service and other agencies.

Regional offices of other agencies will be asked to send representatives.

The Washington teams will be prepared to offer suggestions and to guide discussions. The states will determine what the program and the goals will be and how the goals are to be reached. This will give them a larger voice than ever before in perfecting their own production plans.

Farm Sales Ceilings--OPA is arranging to distribute to county agents--who in turn will be asked to get the information to farmers--schedules of ceilings on farm commodities when sold by the farmer. Notification copies are to be sent to War Board chairmen.

REPORT ON RALLIES.....H. F. P. C.....EPISODE THREE

Allied forces of the Home Front Pledge Campaign lead by OPA and OCD occupied Nashville, Tennessee in the blitz against inflation and black markets. The task forces were spearheaded by a state committee of 24 people from representative organized groups and will obtain voluntary pledges from merchants and consumers to observe ceilings and outlaw blackmarts. The drive will be carried into every Tennessee community to goad inflationary forces to unconditional surrender. Itinerary for the siege of other larger cities in the state has been planned under the direction of a general staff composed of the 24 state committee members.

TO BE AIRED

F. & H. Features

Monday, August 23, "Meat and Poultry Products in Freezer Lockers".
Victory Gardens -- "Compost for the Victory Garden".
Tuesday, August 24, Vera Durham, Office Worker, Washington, D. C.
"Work on a Farm -- You Won't Regret It".
Willard Lamphere, Agricultural Adjustment Agency --
and Wallace Kadderly -- "1944 Wheat Goals".
Wednesday, August 25, Secretary of Agriculture Claude R. Wickard
"Observations in the Former Flood Area".
Thursday, August 26, Mrs. Rowena Schmidt Carpenter, Food Distribution
Administration "Let's Use Those Sweet Potatoes".
Uncle Sam's Forest Rangers.
Friday, August 27, The Future for Which We Fight #8 --
Frederick L. Thomsen, Bureau of Agricultural Economics --
"Better Marketing the World Over".

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"GROUP THREE FOODS" is the subject of the CONSUMER TIME broadcast to be presented by the Food Distribution Administration, Saturday, August 28, 1943 over NBC (12:15-12:30 P.M. EWT). This is the third of the CONSUMER TIME summer nutrition series on the Basic Seven food groups.

This program will dramatize the story of Johnny Appleseed, and present the contribution of apples and potatoes in the family diet. The guest expert, Rowena Carpenter, Nutritionist, FDA, will explain the health values of several foods in Group Three of the Basic Seven. Like other programs in this series, this broadcast will tell the housewife why nutritionists urge every person to eat some food in each basic food group every day.